

Abstract

Turkey has suitable climatological conditions for fruit growing in most of regions and country is one of the luckiest because of a lot of fruit species such as hazelnut, pistachio, walnut, apple, pear, quince, apricot, sweet and sour cherries. The fruit sector has tended to development in recent years in Turkey and it will develop not only production but also export values. Nowadays, Turkey is the first producers of the world at hazelnut, sweet cherry and fig production, and is the second for apricot production and is the third biggest producer country for sour cherry, chestnut, olive, pistachio and quince. The cultivation of fruit species mentioned above has been realized since very old years in Turkey' land. Many factors involved in fruit growing positively affected fruit sector in Turkey. It can be seen that consumer consciousness about health benefits of fruit, application of advanced fruit growing techniques and supports and encouragements by Government effected increase in fruit sector inside of country. Fruit sector is attractive for foreign capital investment and for this reason foreign companies are willing to agricultural investment, especially fruit growing. Low-interest credit applications for greenhouse cultivation, use of certified nursery plant, production of certified plant production, organic agriculture, good agricultural practices etc. are available today. Changes in consumption forms of fruit over time encourages fruit sector. Fruit juice plants cause to increase fruit demand in this sector. Contract farming applications between the fruit juice plants and producers have increased grower's tendency to grow fruit species and/or cultivars whose market is ready.

Keywords: Fruit, economy, juice industry, market, growing.